

Marketing Strategies Using Social Media

Burns Harbor Career Development Model 2013

simply
social

Presented by Amy Phares
Simply Social LLC
www.besimplysosocial.com



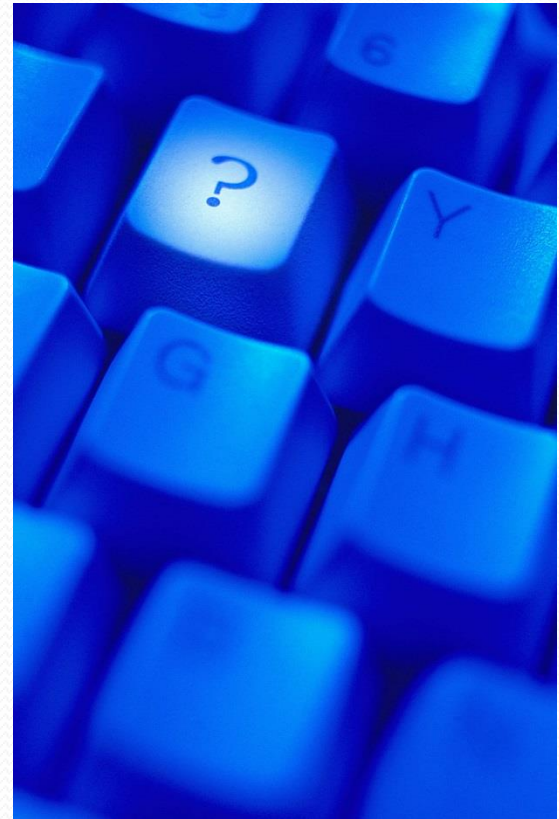
What we will cover...

- **Do you need to use social media?**
- **Types of social sites that can be used**
- **Best practices/uses**
- **Incorporating into your existing marketing**
- **Defining your marketing strategy**
- **Measuring your results**
- **Promoting your social media presence**
- **Connecting with Burns Harbor as a guide**

What is social media?

“Interactions among people in which they create, share and exchange information & ideas in virtual communities & networks.”

~Source: Wikipedia



What are the top 3 internet sites?

facebook®

Google™

You

Tube

Two types of marketing

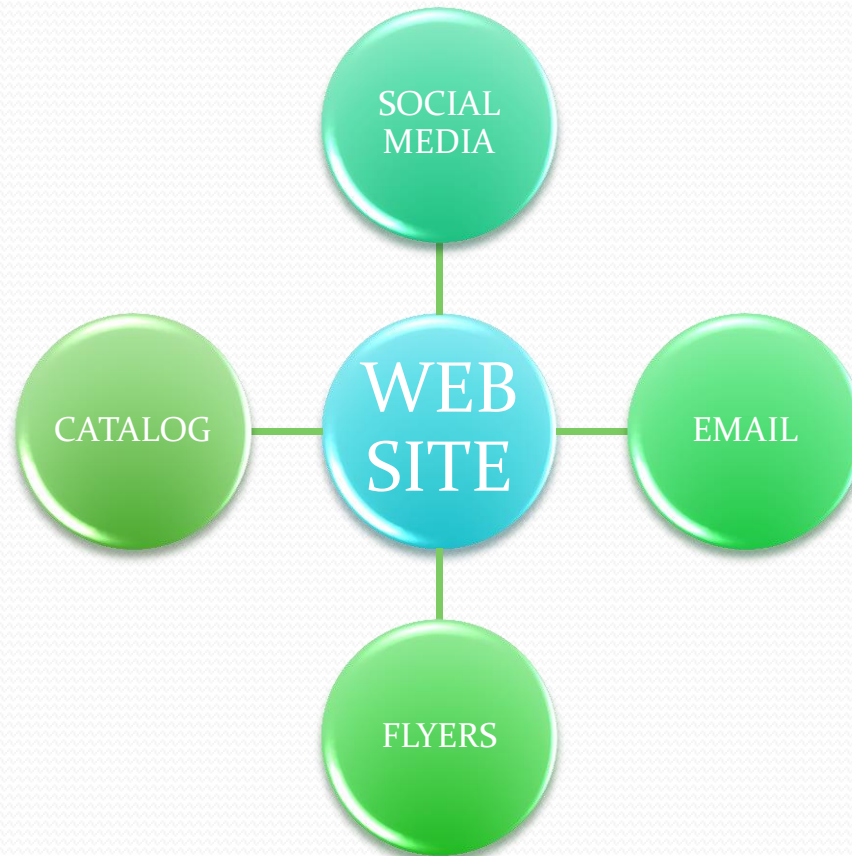


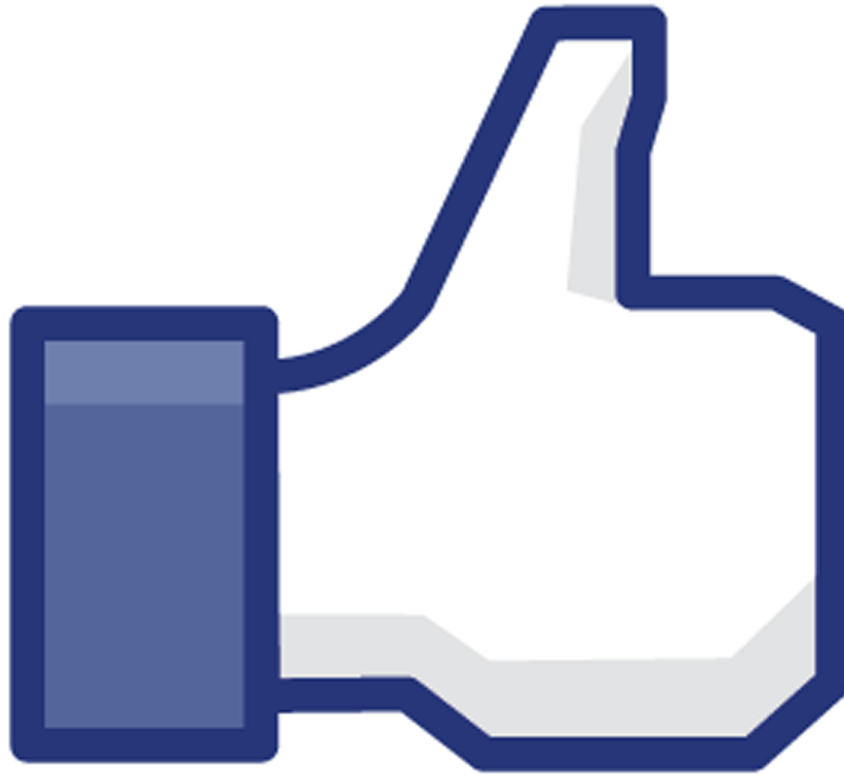
INBOUND

Vs.

OUTBOUND

How do you incorporate social media into our current marketing program?





Video provided by

http://www.youtube.com/watch?v=TXD-Uqx6_Wk&feature=player_embedded



Why use email marketing?

Many prospective students are accessing their inboxes daily!

- 1.) How to compile an email list**
- 2.) Types of applications used**
- 3.) Email best practices**
- 4.) Measuring/tracking your results**



Ways to compile your email list

1. Student registration
2. Sign up sheets in classrooms.
3. Have instructors have sheets available.
4. Have sign up form on your web site.
5. Include on facebook page.
6. Pass out at new hire orientations.
7. Add to catalog as a how to subscribe to email list

Email Content...

1. Monthly newsletter
2. Classes offered
3. Information on instructors
4. Career fairs
5. Contests, promotions
6. News & developments
7. Changes/Additions to courses

Email best practices

1. Keep title simple.
2. Track your results.
3. Don't over email.
4. Don't spam.
5. Get permission to use email addresses.
6. Be thoughtful about your content.

Types of programs used:



Example of an event email.

Celebrate Earth Week with Career Development.

“THE ENVIRONMENT IN NORTHWEST INDIANA”

Presented by

BLUEGREEN
A L L I A N C E



TUESDAY APRIL 23rd from 4:00 – 7:00 pm
at USW/ArcelorMittal Burns Harbor Career Development Center
Call to register at 219-787-3144 or 219-787-3101

SPACE IS LIMITED FOR THIS EVENT.
PLEASE CALL TO REGISTER at 219-787-3144.

Learn about amazing natural areas from the Lakeshore to the Kankakee River.
Explore the impacts of pollution, what is being done about water & air pollution, & how you can help make a difference!

April 23rd

23

CALL
219-787-3144
TO REGISTER.



FOLLOW US
TWITTER



LIKE US ON
FACEBOOK



FORWARD TO
A FRIEND

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ArcelorMittal USW Career Development 1275 1/2 McCool Road Burns Harbor, IN 46304

MailChimp

How to measure your success?



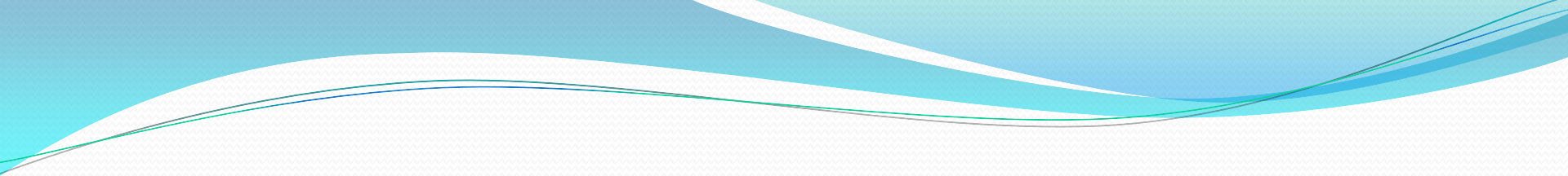
What makes a great web site?



www.mittalcareer.org

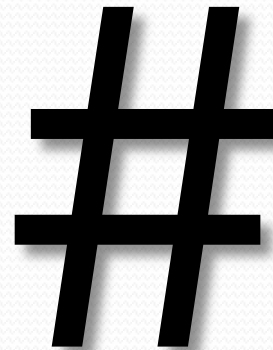
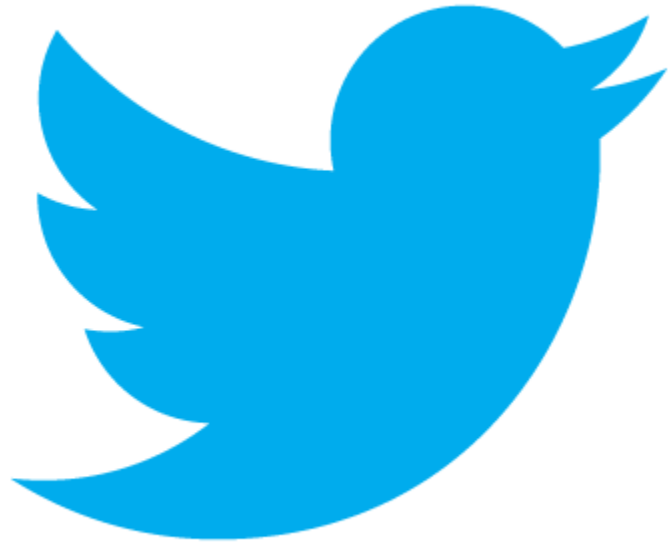
Web site best practices

1. Less is more
2. Tailor content to your prospective user
3. Have quality content & copy
4. Have easy navigation
5. Include all relevant contact info
6. Link to all social sites
7. Learn about SEO & keywords
8. Update regularly
9. Add credibility/testimonials-success stories
10. Track analytics



twitter

What is twitter?



Twitter allows you to share information with people who may not normally connect with via email or messaging.

Twitter stats...

11 accounts are created every second on Twitter.
(source: [Infographics Labs](#))

50% of Twitter users are using the social network via mobile. (source: [Microsoft tag](#))

34% of marketers have generated leads using Twitter.
(source: [Digital Buzz Blog](#))

30% of twitter users are ages 18-24

Twitter Audiences



- **100% listen, 60% tweet.**
- **There are 200 million active users on Twitter.**
- **They talk about everything.**
- **They're everywhere.**
- **And they're on the move.**
- **They're also avid retweeters.**

Twitter Terms...

Tweet-140 character or less message

Hashtag (#)-Event, topic or region

Retweet (RT)-sharing content

@Replies-Who you're talking to

Twitter Video.



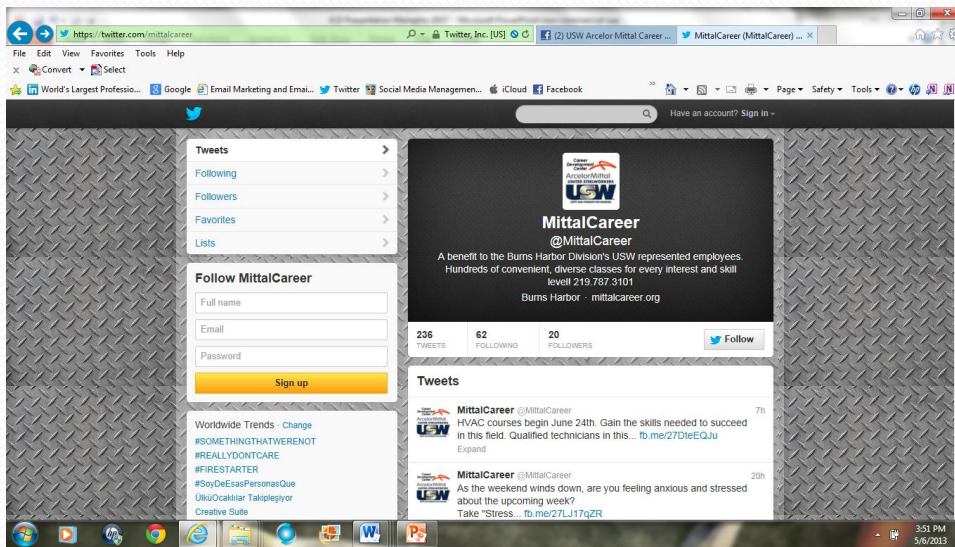
<http://www.youtube.com/watch?v=ygoqGfLBqFs>

How can you use twitter at your site?

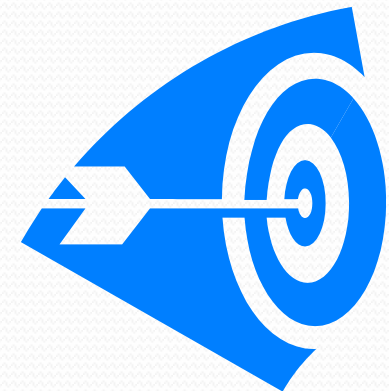


- Personal Branding
- Direct traffic your web site and other social sites
- Update your students
- Get feedback
- Advertise

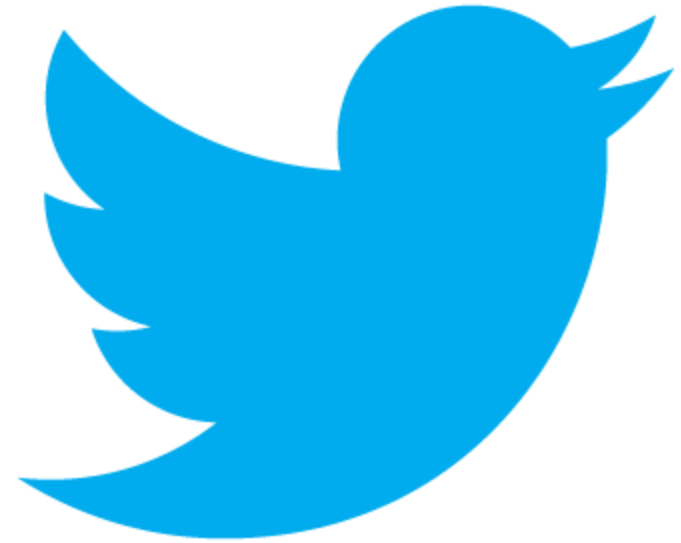
Burns Harbor twitter page.



Give your target audience relevant information about your site.



Twitter Demo



<https://twitter.com/MittalCareer>

A tweet...



Rob Engel @EngelWealthMgmt

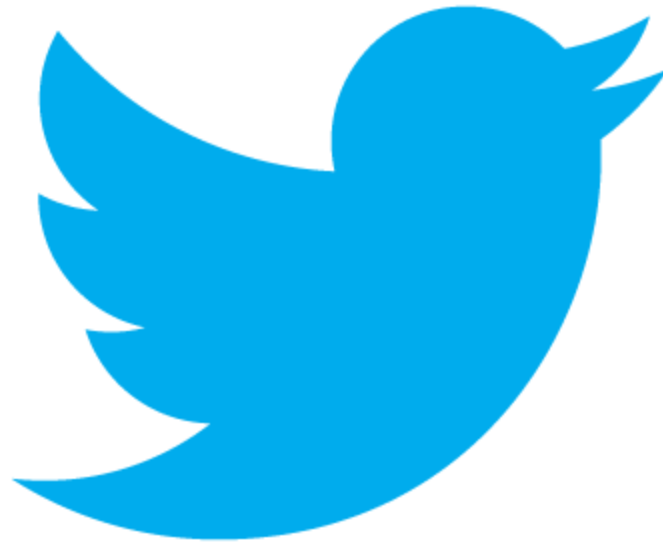
12 Feb

@MittalCareer @omnihf My mom has lost 21lbs since she started "Solutions at Work" as of today! Thank you! I couldn't be more proud of her!

 Retweeted by MittalCareer

 [View conversation](#)

What does it mean?





Activity: Compose a tweet

Write down on paper your 140 character or less tweet about:

**A NEW CLASS YOU HAVE
IN YOUR CATALOG.**

Now let's integrate facebook.



Some fb stats

23% of Facebook's users check their account 5 or more times daily.

(source: [Socialnomics](#))

More than 1 million websites have integrated with Facebook in various ways.

(source: [Uberly](#))

250 million photos are uploaded to Facebook every day.

(source: [Jeff Bullas](#))

80% of social media users prefer to connect with brands through Facebook.

(source: [Business2Community](#))

43 % of Facebook users are male, while 57% of Facebook users are female.

(source: [Uberly](#))

Average user age is higher than twitter and is 25-34

Business or organization page

The screenshot shows a web browser window displaying a Facebook page. The browser's address bar shows the URL https://www.facebook.com/mittalcareer?ref=tn_tnmn. The browser's menu bar includes File, Edit, View, Favorites, Tools, and Help. The browser's toolbar shows various icons for navigation and utility. The Facebook page header includes the Facebook logo, a search bar, and the page name "USW ArcelorMittal Career De...". The page content features a cover photo of a computer lab and a sign for the "United Steel Workers Learning Center". A post titled "USW ArcelorMittal Career Development - Burns Harbor" is visible, with 130 likes and 15 comments. The page also includes a navigation menu with options like "About", "Photos", "Likes", "Map", and "Events". The Windows taskbar at the bottom shows various application icons and the system clock indicating 3:50 PM on 5/6/2013.

facebook Search for people, places and things USW ArcelorMittal Career De... Home

USW ArcelorMittal Career... Timeline Now

BURNS HARBOR CAREER DEVELOPMENT
UNITED STEELWORKERS
USW
ArcelorMittal

USW ArcelorMittal Career Development - Burns Harbor
130 likes · 15 talking about this · 7 were here

Education
A benefit to the Burns Harbor Division's USW represented employees.
Visit www.mittalcareer.org for a chance to win a gift card!

About Photos Likes 130 Map Events Learning 3

3:50 PM 5/6/2013

Guts of a facebook page



PICTURES



EVENTS



**LINK TO
APPLICATIONS**



VIDEOS

Facebook page terms.

Likes/Fans

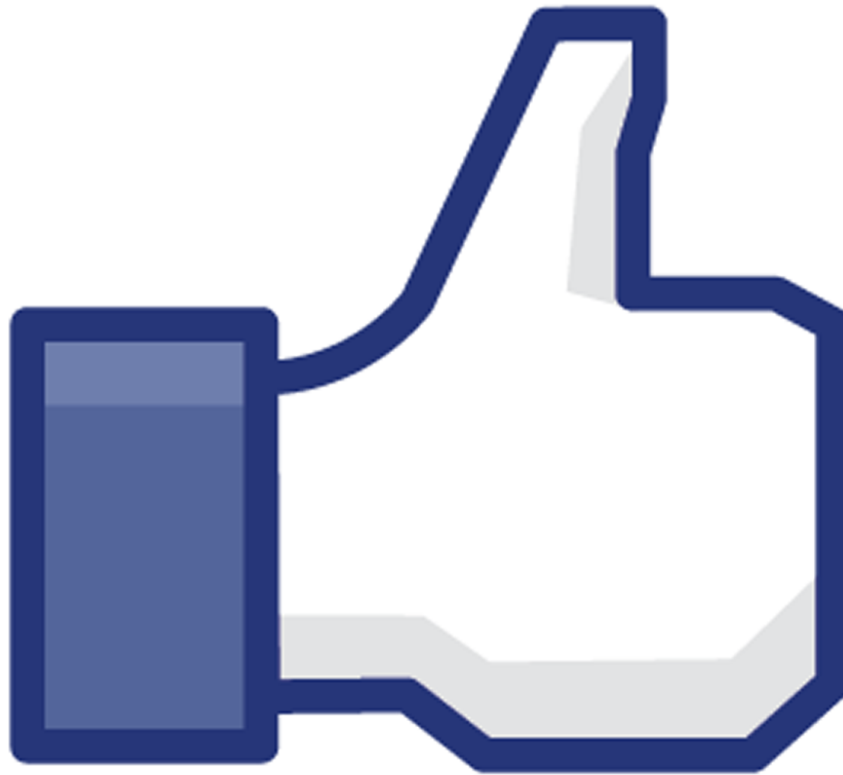
Status updates

Sharing

Profile picture

Cover photo

Likes/Fans.



How to get “Likes”



Burns Harbor “Like” contest.



Status updates

 **USW Arcelor Mittal Career Development - Burns Harbor**
April 25

Starting May 1st with Computer Education Institute, Inc -
Windows Movie Maker
Backing Up Your Media
Accessing Your Data At Home

How often do you back up your data?



Like · Comment · Share

What happens when you “Like”?



How about “comment”?



USW Arcelor Mittal Career Development - Burns Harbor
May 8 

Soar the skies with Eagle Aircraft !
Sport/Private Ground School class begins May 22nd.
www.jseagle.com

Like · Comment · Share



Jason Osborne What would I need to do to sign up for this?
Like · Reply · Friday at 6:02pm via mobile



USW Arcelor Mittal Career Development - Burns Harbor
Jason, you can call Joy at Eagle at 219-405-1290 or call Sarah on Monday at 219-787-3101. Thanks for your interest!
Like · Reply · Friday at 7:05pm



Write a comment...

89 people saw this post Boost Post ▼

What happens when you share?

 **USW Arcelor Mittal Career Development - Burns Harbor**
February 26

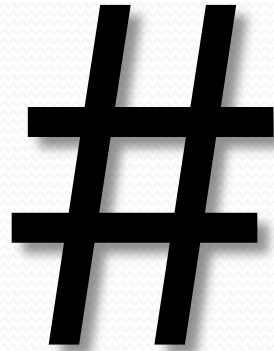
Leaky faucet? Plugged drain? Learn how to tackle these household problems yourself! Sign up for "Basic Plumbing" instructed by Bill Cameon. Classes begin on March 1st.



Like · Comment · Share 5 2 2

373 people saw this post Boost Post

Facebook's NEWEST Feature...



Best practices for a good post

- Short and sweet
- Shorten your links
- Add photos, videos
- Have a call to action
- Keep it professional with a personal edge
- Don't over post
- Be consistent
- Ask for involvement

Facebook Demo

<https://www.facebook.com/mittalcareer?ref=hl>



Facebook Activity:

Write a facebook page status update about a new class or event.

Would you use a picture?

A video?

A link?

A hashtag?

Facebook advertising is truly
AMAZING.



Advertise on Facebook

Over 1 billion people. We'll help you reach
the right ones.

Measuring your success.



Insights

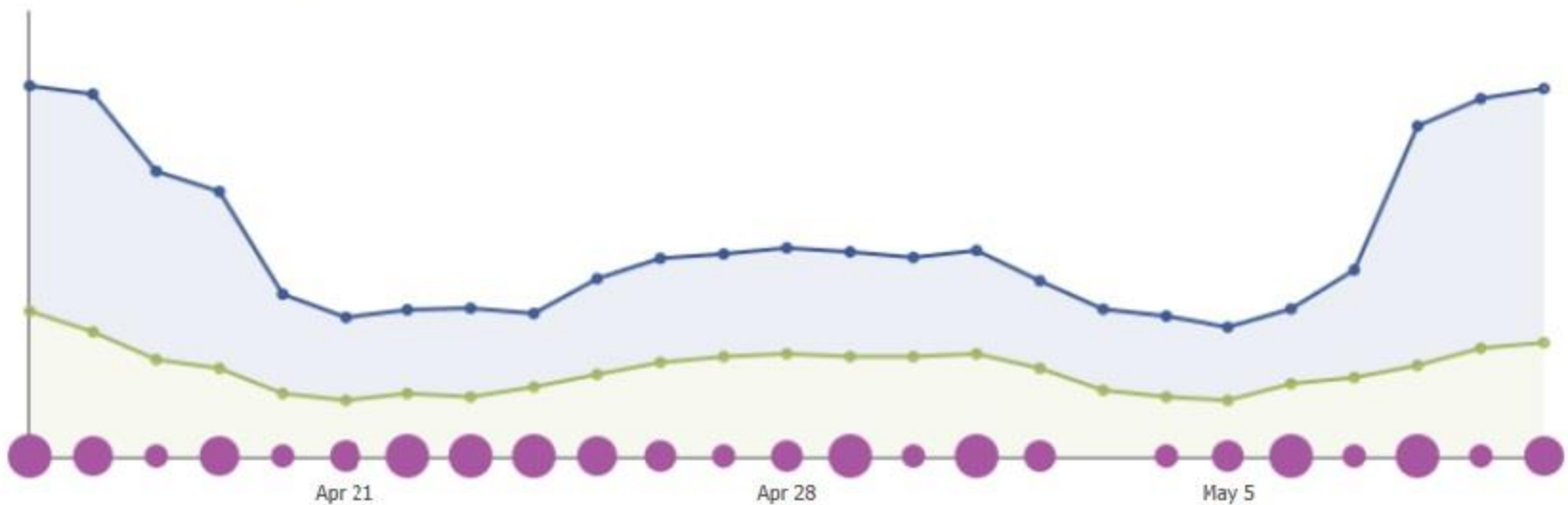
Overview Likes Reach Talking About This Check-Ins

All dates and times are in Pacific Time

[Export Data](#) 

Total Likes² Friends of Fans² People Talking About This² Weekly Total Reach²
135  3.85% **45,868**  16.59% **34**  100% **1,152**  239.82%

 Posts²  People Talking About This²  Weekly Total Reach²



Other Analytic Tools



Google Analytics
Anywhere. Anytime.

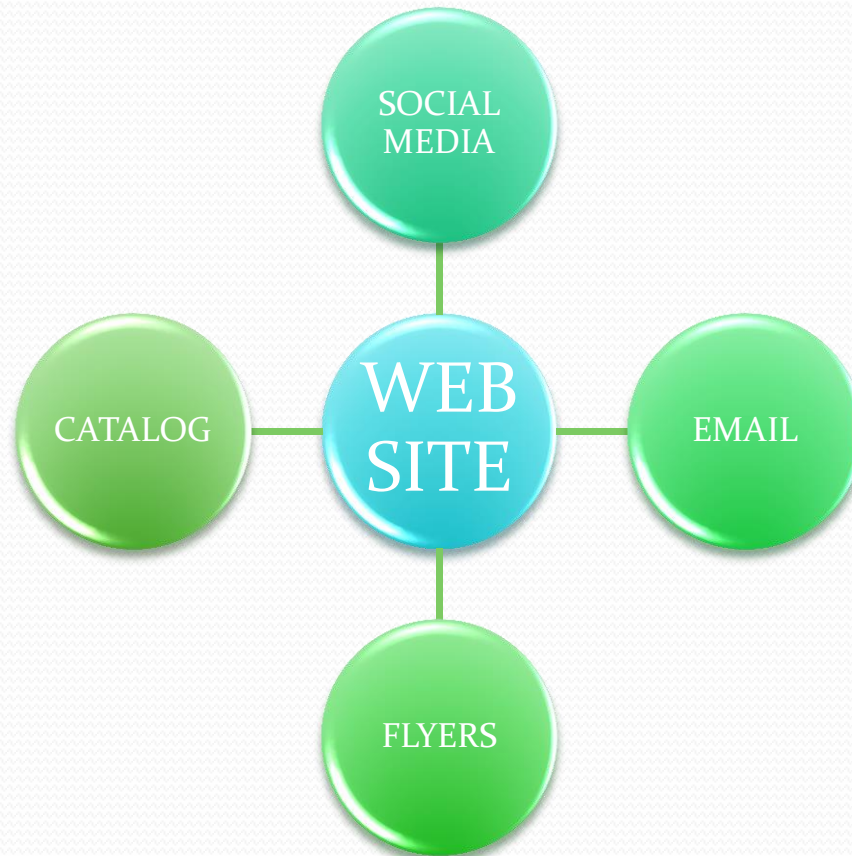
The image shows the Google Analytics logo and tagline. The text is in a clean, sans-serif font. Below the text is a decorative orange line with circular nodes, resembling a data chart. The background is white.



Adobe Social
Part of the Adobe Digital Marketing Suite

The image shows the Adobe Social logo and tagline. The logo is a square icon with a grid pattern. The text is in a clean, sans-serif font. The background is dark with a green and blue gradient and some light effects.

Marketing Strategy Model





How much time should you spend using social media?

- 1. Think of social media as a constant networking event.**
- 2. Create quality content.**
- 3. Work smart.**
- 4. Make it a priority.**

Management Tools



SOCIAL MEDIA ETIQUETTE

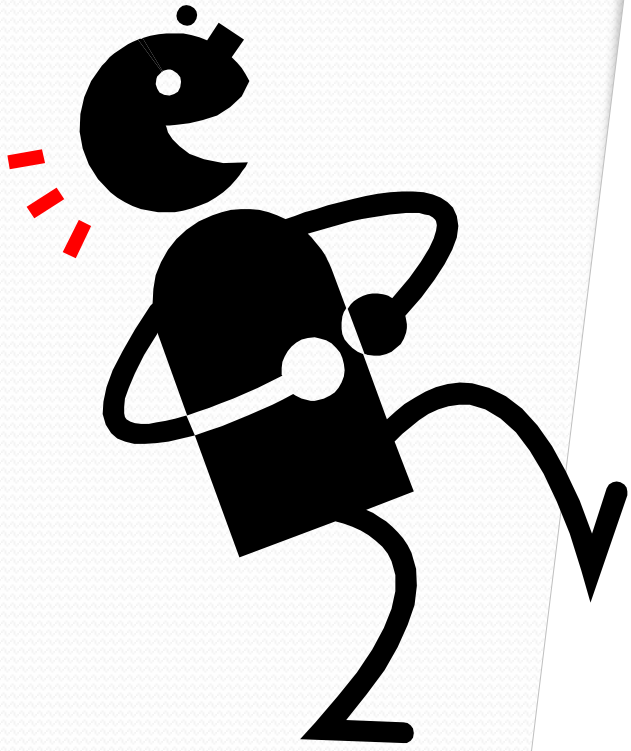
1. Be active and “give”
2. Add value
3. Build good relationships
4. Don't overdo it!
5. Be respectful of the social world
6. Listen
7. Be accountable
8. Keep positive
9. Be yourself
10. Get Social!



© 2007 Geek Culture

joyoftech.com

Signs of the social networking times.



Social Media
is here to stay!
Be confident &
venture out into the
“Social World”
YOU CAN DO IT!



USW/ArcelorMittal



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www.facebook.com/MittalCareer

On twitter @MittalCareer

Subscribe to our email newsletter at
mittalcareerdev@gmail.com

Find us on the web at www.mittalcareer.org